AMENDMENTS TO THE CLAIMS

Please amend Claims 1-4, 18, 22, 24, 26-27, 31, 33, 47, and 49 as follows:

1. (Currently Amended) A flocked transfer consisting essentially of a release sheet, a release agent on the release sheet, and flock on the release agent; the flock being formed in a desired pattern; the release agent holding the flock to the release sheet, wherein a thermosetting ~~hot melt~~ film is adhered to the transfer and wherein there is no binder adhesive positioned between the thermosetting film and the flock.

2. (Currently Amended) An article of manufacture including the transfer of Claim 1, wherein the transfer is adhered to a substrate and wherein there is no hot melt adhesive contacting the thermosetting film.

3. (Currently Amended) The article of manufacture of Claim 2, wherein the transfer is adhered to the substrate using the thermosetting ~~hot melt~~ film.

4. (Currently Amended) The article of claim 3, wherein the thermosetting ~~hot melt~~ film is a thermosetting polyurethane film or a thermosetting polyester film.

5-17. (Canceled)

18. (Currently Amended) A flocked transfer assembly, comprising: a transfer consisting essentially of a release sheet, a release agent on the release sheet, and flock on the release agent; the flock being formed in a desired pattern; the release agent holding the flock to the release sheet, and a thermosetting film, wherein the transfer is adhered to the thermosetting ~~hot melt~~ film in the absence of a binder adhesive.

19. (Previously Amended) The flocked transfer assembly of Claim 18, wherein the release agent and release sheet are located on a first surface of the flock and the thermosetting film is positioned on a second surface of the flock and the first and second surfaces are in an opposing relationship.

20. (Previously Amended) The flocked transfer assembly of Claim 18, wherein the thermosetting film comprises polyurethane.

21. (Previously Amended) The flocked transfer assembly of Claim 18, wherein the thermosetting film is precut to correspond to a shape of the transfer.

22. (Currently Amended) The article of Claim 27, wherein the thermosetting film is cross-linked and wherein the thermosetting film is not in contact with a hot melt adhesive.

23. (Previously Amended) The flocked transfer assembly of Claim 18, wherein the thermosetting film is adhered to the flock and there is no binder adhesive located between the thermosetting film and the flock.

24. (Currently Amended) The article of Claim 27, wherein the thermosetting ~~thermosetting~~ film is applied to a substrate and the thermosetting film preformed before application to the flock and substrate.

25. (Previously Amended) The flocked transfer assembly of Claim 18, wherein the thermosetting film is not fully cross-linked.

26. (Currently Amended) A flocked transfer assembly, comprising a release film, a release agent on the release film, and flock contacting the release agent; the flock being formed in a desired pattern, the release agent holding the flock to the release film, wherein

the free surface of the flock is adhered to a thermosetting adhesive and wherein the thermosetting adhesive is in the form of a film prior to contact with the free surface of the flock.

27. (Currently Amended) An article of manufacture including the transfer of Claim 26, wherein the transfer is adhered to a substrate in the absence of a hot melt adhesive.

28. (Previously Amended) The article of manufacture of Claim 27, wherein the transfer is adhered to the substrate using the thermosetting adhesive.

29. (Previously Amended) The article of claim 28, wherein the thermosetting adhesive is a thermosetting polyurethane film or a thermosetting polyester film.

30. (Previously Amended) The flocked transfer assembly of Claim 26, wherein the thermosetting adhesive is in direct contact with the flock fibers.

31. (Currently Amended) The article of Claim 28, wherein the thermosetting adhesive is cross-linked and wherein the thermosetting adhesive is adhered to the free surface in the absence of a binder adhesive.

32. (Previously Amended) The flocked transfer assembly of Claim 26, wherein there is no binder adhesive located between the thermosetting adhesive and the flock.

33. (Currently Amended) The flocked transfer assembly of Claim 26, wherein the ~~thermosetting adhesive is in the form of a film, the film being preformed before application to the flock~~free surface of the flock is free of an acrylic adhesive.

34. (Previously Amended) The flocked transfer assembly of Claim 26, wherein the thermosetting adhesive is not fully cross-linked.

35. (Previously Amended) The flocked transfer assembly of Claim 26, wherein the flock comprises a plurality of flock fibers, the release agent and release film are located on a first surface of the flock, and the free and first surfaces are defined, respectively, by opposing ends of the flock fibers.

36. (Previously Amended) The flocked transfer assembly of Claim 26, wherein the thermosetting adhesive comprises polyurethane.

37. (Previously Amended) The flocked transfer assembly of Claim 33, wherein the thermosetting adhesive is in the form of a film and is cut, before application to the flock, to correspond to a shape of the flocked transfer assembly.

38. (Previously Amended) The flocked transfer assembly of Claim 26, wherein the transfer is free of a binder adhesive between the flock and the thermosetting adhesive.

39. (Original) The article of manufacture of Claim 24, wherein the substrate comprises rubber.

40. (Original) The article of manufacture of Claim 39, further comprising a fringe material extending outwardly from peripheral edges of the substrate.

41. (Original) The article of manufacture of Claim 27, wherein the substrate comprises rubber.

42. (Original) The article of manufacture of Claim 41, further comprising a fringe material extending outwardly from peripheral edges of the substrate.

43. (Previously Amended) The flocked transfer assembly of Claim 18, wherein the transfer is in direct physical contact with the thermosetting film.

44. (Previously Amended) The flocked transfer assembly of Claim 43, wherein at least most of an adjacent surface of the transfer is in direct physical contact with the thermosetting film.

45. (Previously Amended) The flocked transfer assembly of Claim 26, wherein the free surface of the flock is in direct physical contact with the thermosetting adhesive.

46. (Previously Amended) The flocked transfer assembly of Claim 45, wherein at least most of the free surface of the transfer is in direct physical contact with the thermosetting adhesive.

47. (Currently Amended) The flocked transfer assembly of Claim 18, wherein the thermosetting film is ~~a hot melt~~is the form of a solid before contact with the free surface.

48. (Original) The flocked transfer assembly of Claim 18, wherein the adhesive component of the thermosetting film consists essentially of a thermosetting material.

49. (Currently Amended) The flocked transfer assembly of Claim 26, wherein the thermosetting adhesive is ~~a hot melt~~in the form of a solid before contact with the free surface.

50. (Original) The flocked transfer assembly of Claim 26, wherein the thermosetting adhesive is in the form of a film and the adhesive component of the film consists essentially of a thermosetting material.